

## ID Marketing - “Mr. Willson” - Case Study

**Objective:** Increase commercial business sales. One particular branch of a bank wanted to communicate that they have a personal connection with their community; one of the co-founders of the bank was once mayor of their town.

**Strategy:** A black custom box was created using a scanned image from an original 136 year old photograph of the co-founder, along with the text: “*Merchants Bank & Hastings...go way back in history.*” Inside the box, attached to the inside lid, was a notecard with “*We'd like a few minutes of your time to see if we can help you make history too.*” Nested in the box was an antique looking elegant cherry wood 3 minute timer (“few minutes”), imprinted in gold with the bank's logo on one end and their web address on the other. An introduction and call to action was printed inside the notecard; the client's business card was attached as well.

**Strategic Delivery:** The door openers are being personally delivered to the prospects place of business by a bank employee, then followed up within 24 hours by a senior bank representative to schedule a personal meeting. Delivery is intentionally NOT made directly to the prospect to maximize the “surprise” aspect of the piece and to allow for a genuine emotional connection.

**Results:** Campaign still in process, but so far this piece has generated over a quarter of a million dollars in new commercial business.

